

Guillaume Pajeot has consulted for clients in most western and central European countries, as well as in Egypt, Algeria, Turkey, South Africa, China, Australia, and in the Commonwealth of Independent States. Among his clients are firms in the fast-moving consumer goods, pharmaceutical, movie, automotive, and chemical industries, as well as cooperatives. He has trained internal consultants and helped implement numerous projects.



Guillaume possesses expertise in breakthrough projects, culture transformations, tackling the challenge of digital transformation, growth and new marketing strategies, and transformation of labor-management working conditions. He has experience creating breakthrough strategies and consulting on the execution of those strategies, with boards and executive committees, through management to shop-floor teams. His recent work includes developing and leading an internal leadership program for more than 15,000 managers at a major food company, and supporting the design of a long-term strategy—as well as the execution and portfolio management of the projects needed to realize this strategy—for an international energy research institute.

He is a member of Insigniam’s Learning & Development team and holds an MSc in Chemical Engineering from the École Nationale Supérieure de Chimie de Lille, an MSc in Environmental Pollution Control Management from Heriot-Watt University, and an MBA from La Sorbonne.

Public Speaking and Service

- “Creating a Culture of Breakthrough Innovation,” Maison des Ingenieurs de l’Agro, 2015
- “Unleash the inherent creativity of your company and create the culture & infrastructure to generate and execute innovation sustainably,” World Innovation Convention, Cannes, 2013

Thought Leadership and Articles

- [Building a Better French Fry](#), IQ Insigniam Quarterly®, Summer 2023
- [Lead Boldly in the Face of Adversity by Focusing on the Facts](#), Insigniam Blog, March 2022
- [Numbers: Ransomware's High-Tech Hijacking](#), IQ Insigniam Quarterly®, September 2021
- [When Relying on Knowledge and Experience Has Become a Burden in Facing the Future](#), Insigniam Blog, January 2021
- [Taking a Stand to Live Powerfully Through This Time of Rapid Change](#), Insigniam Blog, November 2020
- [When a Crisis Helps Us Shake Off Our Old Beliefs and Certainties](#), Insigniam Blog, April 2020
- [Let’s Shoot TINA!](#), Insigniam Blog, March 2020
- [Cybersecurity Has Become Everyone’s Accountability](#), Insigniam Blog, October 2019
- [Authenticity And Corporate Responsibility For Doing Good](#), Insigniam Blog, May 2019
- [Food Co-ops Untapped Potential To Touch The Consumer’s Heart](#), Insigniam Blog, June 2018

- [Knock Down the Digital Walls](#), IQ Insigniam Quarterly®, Winter 2017
- [Beware the Digital Transformation Trap](#), IQ Insigniam Quarterly®, Fall 2016
- Co-author, [Culture Quiz: Are You Building the Right Organizational Culture?](#), IQ Insigniam Quarterly®, Summer 2016
- [From “Digital Transformation” To “Transformation From A Digital Perspective”](#), Insigniam Blog, October 2015
- [Coaching: Part I—Slam Dunk vs. Lame Duck; Part II—The 4 Parts Of Action; Part III—Unlocking Perspective; Part IV—Coaching After The Event](#), Insigniam Blog, February 2015
- [Driving A Forward-Thinking Enterprise Takes More Than Technology](#), Insigniam Blog, December 2014
- [Getting The Most Out Of Your Strategy Innovation Initiatives: Where Breakthrough Thinking Raises Your Chances To Generate Breakthrough Innovation](#), Insigniam Blog, July 2014
- [Arm Your Arsenal](#), IQ Insigniam Quarterly®, Summer 2014
- [Getting Facebook Users To “Like” Data-Mining](#), Insigniam Blog, July 2014
- [Innovation Fuels Speed To Market](#), Insigniam Blog, April 2014
- [Inspirational Leadership Is Not A Gift Reserved For The Happy Few](#), Insigniam Blog, April 2014
- [Work Life Balance: A Misleading Concept And How Managers Can Help](#), Insigniam Blog, February 2013
- [Data-Driven Innovation](#), Insigniam Blog, December 2012
- [Are You Committed To Change? Your Actions Speak Louder Than Your Stated Intentions](#), Insigniam Blog, December 2012
- [Creating A Global Leadership Culture That Works Beyond Cultural Differences](#), Insigniam Blog, November 2012
- [Enterprise Innovations in Daily Operations](#), Insigniam Blog, November 2012
- [Insights From Employee Interviews, Part 2: What We Hear Too Often](#), Insigniam Blog, September 2012
- [When Being A Change Agent Becomes A Personal Transformation Adventure](#), Insigniam Blog, August 2012
- [Stop That Innovation Project Now](#), Insigniam Blog, August 2012
- [The Secret To Sustainable Innovation](#), Insigniam Blog, August 2012
- [Leadership Development For Everyone In The Company... Yes, For Everyone](#), Insigniam Blog, July 2012
- [Does It Have To Be Management vs. Labor?](#), Insigniam Blog, May 2012

Insigniam B.I.T.'s Podcast

- [A L'Écoute: Comment Transformer Notre Façon D'Écouter?](#), April 2022
- [Le Travail Hybride: Continuera-t-il après la Pandémie?](#), April 2022
- [9 Facettes de la Culture](#), January 2022
- [Que signifier le mot "breakthrough"?](#), December 2021